



NEWS RELEASE

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TAKE OUR DAUGHTERS & SONS TO WORK DAY

April 22, 2004 marks the inaugural "Take Our Daughters and Sons to Work Day," an extension of the traditional "Take Our Daughters to Work Day."

The founder of the event, the Ms. Foundation for Women, worked with the Families, intended girls and boys, ages 8 to 12, introduces participants to the vast range of potential job opportunities, while asking children to consider how their future work will fit into their overall lives.

The major goal for the activities is to encourage girls and boys to think now about how their dreams for the future—both for their work and family lives—can be achieved. For example, if they plan to have a career that requires them to travel or work a night shift, who will take care of things at home? The activities are meant to be fun, allow for lots of conversation, and engage girls and boys in thinking about work and home life in ways they may never have before.

On April 22, the Take Our Daughters And Sons To Work® website will conduct an online survey allowing girls and boys to share their ideas relating to work-family challenges and get a glimpse of what their peers across the country are saying. This is an interactive way to engage daughters and sons in an activity for the Day.

For more information and for guides and suggestions for activities, log on to <http://www.daughtersandsonstowork.org/>.